

JANUARY 19

**T**HE Plastics Industry acutely realizes that its outstanding need today is wider markets. Its chemical and mechanical technique is adequate. Its products are ready. Powders, solids, dopes, bases, sheets—combining color, durability, and many special qualities.—await new uses. Waiting is costly and markets must be created. The present user must be given fresh ideas; the thousands of potential users must be educated, transformed into actual buyers. This Industry today produces materials of special characteristics capable of manifold uses to which they have not yet been applied.

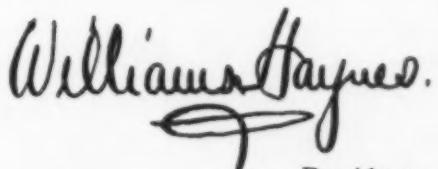
For seven years **PLASTICS & MOLDED PRODUCTS** has served the makers and fabricators of plastic materials during the period of the Industry's rapid internal development. Times have changed. This Industry's needs are different. Our next issue will become **PLASTIC PRODUCTS**—a business magazine which will style and service all plastic materials not only for the Industry itself but for all Industrial Consumers.

Reorganized and adequately refinanced to this end, **PLASTIC PRODUCTS** will, in the future, be a unit with **CHEMICAL MARKETS** in an organization combining our resources and experience.



President,

*Plastic Publications, Inc.*



President,  
*Chemical Markets, Inc.*

# **I**F You Are Saying To Yourself:

**W**HERE can I buy molded products and receive the smartest in design, the maximum in economy, excellence in workmanship and fairness in price?"

**YOU WILL FIND THIS MESSAGE OF VITAL IMPORTANCE!**

Every buyer of Plastics product is confronted with the problem:

"Where can I buy better molded parts?"

Buyers can now secure the benefits of cooperative ideas, the ultimate in molding efficiency and a definite guarantee of reliability, by dealing with the members of the Molded Insulation Section of the National Electrical Manufacturers' Association.

This organized group of custom molders is a new guide to better molded parts...and the assurance of greater values.

*Communications should be addressed to their Secretary at 570 Lexington Avenue, New York City.*

# PLASTICS & MOLDED PRODUCTS

Reg. U. S. Pat. Off.

Volume 8

January 1933

Number 12

## • Contents •

THIS YEAR .....	451
<i>By H. S. Spencer</i>	
THE VALUE OF NEMA .....	453
LET'S TALK SHOP .....	454
<i>By R. C. Gilmore, Jr.</i>	
THE BEST FOR THE BIGGEST; RADIO CITY .....	455
<i>By Frank Settele</i>	
PLASTICS IN RUSSIA .....	456
<i>By A. C. Blackall</i>	
ANSWERING THE HANDLE PROBLEM .....	457
<i>By M. H. Frost</i>	
THE UREA-COMPOUND PRICES; A LETTER .....	458
STOCK MOID CATALOG (continued from November) .....	459
NEWS OF THE INDUSTRY .....	461
BRITISH INDUSTRY NOTES .....	463
WHAT PRICE MATERIAL? .....	469
<i>From the Durez Molder</i>	
A CONSUMER LOOKS AT CELLOPHANE .....	471
<i>From the DuPont Magazine</i>	
TECHNOCRACY VS. TECHNOLOGY .....	473
<i>From the Industrial Bulletin</i>	

A. C. Blackall, British Correspondent; Heinrich Prehn, German Correspondent.

## We Move!

In accordance with our front cover announcement, we are moving our business offices to 25 Spruce Street, New York, N. Y. This will be accomplished on February 1, and thereafter all communications should be addressed to PLASTICS & MOLDED PRODUCTS at that office.

We are proud of these new quarters and earnestly hope that many of our friends will drop in to inspect them. Please take this as a personal invitation from

The Publishers.

\*

Carl Marx  
Editorial Director

R. C. Gilmore, Jr.  
General Manager

Robert C. Gilmore  
Secretary

*Plastics and Molded Products* is indexed in *Industrial Arts Index* and *Engineering Index Service*

All editorial and advertising communications should be addressed to the business offices, 420 Lexington Avenue, New York, N. Y. Telephone Mohawk 4-2140. Foreign subscription representatives, Willing, Ltd. 133 Moorgate, London, E.C.2 and The A.D.S. Service, Berlin.

Subscription Price, Domestic \$2.00, Canadian \$3.50, Foreign \$3.00 per year. Single copies 25 cents; back issues, 50c. Publication Office, Washington, New Jersey.

Contents Copyrighted, 1933

PLASTICS PUBLICATIONS, INC., PUBLISHER



## PHENOFORM COLORS

A wide range of colors for plastic compounds - especially selected and prepared to meet the most exacting requirements in molding.

*For particulars apply to*

**GENERAL DYESTUFF  
CORPORATION**

230 Fifth Avenue

New York, N. Y.

# PLASTICS & MOLDED PRODUCTS

Reg. U. S. Pat. Off.

Volume 8

JANUARY, 1933

Number 12

## This Year

By H. S. Spencer,

General Plastics, Inc.

THE fourth depression year is ended and Ed Wynn says his uncle has moved around the corner because he understands that's where prosperity is located. Well, there's a lot of fellows trying to get around that same corner and Babson is optimistic for the first time in a long while, but this in itself is not going to keep the boys on the presses busy.

What is 1933 business going to be? Where it is coming from? Will it exceed 1932? Are prices going to be any better? How about quality? These are the questions that are being asked today and they, of course, can be answered with greater accuracy just a year hence.

Never failing in optimism or in the belief that there was plenty of business for those who knew how to get it, I am willing to predict that 1933 will exceed 1932, that there will be considerable new business. Some of it will be in radio cabinets, ointment, cream and cosmetic jars. There will be many new premium ideas worked out in molded materials. I believe we will see several toy manufacturers adopt molded parts in a larger way. This beer-drinking desire can be advantageously turned into many plastic jobs—for instance, why not a set of mugs and a tray? They make them of most

everything else and the new, colorful, moisture-resistant phenolics should do a great job here. The automobile industry too offers opportunities. Tough business to bring about perhaps, but the automotive industry should use more molded and laminated parts. The day of chromium plating has pretty much run its course. There will be a new style-trend.

### The Hardware Field

There is a real opportunity for molded material in the builders' hardware field. Door knobs, escutcheons, push and kick plates. It is a tough market, too, but molders of phenolic plastics in England have succeeded in doing a worth while job in this field. The United States have several manufacturers of builders' hardware who have brought out molded door knobs, but generally, the hardware manufacturer is definitely opposed to the idea. To him it means a change in factory methods, "New numbers in his line," and as yet he has not seen the tremendous replacement market that good looking molded hardware would provide him.

Molded door knobs are pleasant to touch, attractive and permanently clean. They provide what the better architects are asking for. They entirely eliminate the disagreeable and, to

hotels and public buildings, annoying electric sparks, created through walking on carpeted floors, and it is surprising what a tremendous factor this is in public buildings.

Molded hardware is the coming thing. With the development of Durez bonded plywood and the beautiful "one piece" doors made from them, the single panel effect wanted in all modern type of construction,

*The American version of an old English custom, the whistling teapot, which has been sweeping the country. This one illustrated is done in bright copper. The ingenious handle and bird's head whistle are molded of brown Durez. (Molding by Norton Laboratories, Lockport, N. Y.)*





*Cosmetic jars, designed by Simon de Vauchier, are practical and striking. They open up new markets with color.*

molded hardware will inevitably follow, and in time it will be universally used. It is the obvious material and the foremost architects in America have expressed a preference for it. They have specified it on some very large installations. It is inconceivable that they will not get what they want—but whether they'll get it in 1933 depends largely upon the molding industry.

## Price and Quality

Manufacturers in all lines, regardless of what they make, were never more open minded or receptive to new ideas. The organizations with imagination and sufficient sales ability are finding this situation an advantage they did not have a few years ago.

What about price? The price trend I think, will be upward as the year advances, but generally speaking, it is decidedly a buyer's market. Bidding on standard jobs, competition will be keen and too often the fellow who secures the job will get it too low. On new work where an idea is carried to a manufacturer, price will not be the important factor. The idea that will bring him business is the thing to sell. Anyone of us will pay for business-getting ideas. Finally—"How about quality?" The quality of finished molded pieces is already getting better and will continue to do so. Three reasons I feel certain, account for this: 1—the older and larger manufacturers of molding compounds are making better compounds today than ever

before. They are maintaining expensive staffs, continuously studying to develop new and better products, and to improve the old lines. If these men do not succeed, how can they hold their jobs? 2—Industrial design is becoming a very definite factor in industry. Through it and the educational work that the raw material manufacturer and the salesmen of the molding industry are doing, buyers are acquainted with what can be done. They expect workmanship and finish on the molded parts almost unknown on much of the production three or four years ago. 3—Better manufacturing methods, economies through need of good work prompted by tight buying and hard selling and other depression factors that will tend to keep up or to bring up the quality of the finished piece.

This year calls for exceptional ingenuity and sales ability. It is to be for the successful, a year of hard work and long hours, with close figuring and every step of manufacturing procedure closely worked out.

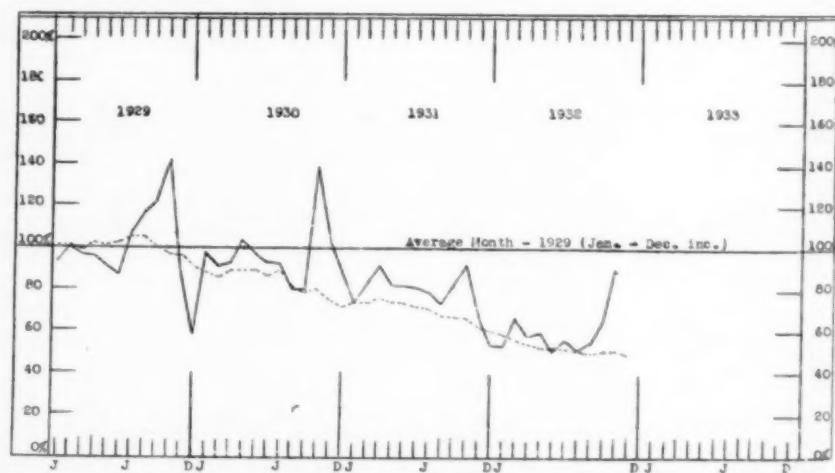
Borrowing from a man who made a profit in good as well as

A black and white photograph of a cylindrical lamp. The lamp has a textured, light-colored lampshade with a dark band around its top edge. The base is dark and appears to be made of metal or wood. The background is dark and textured.

This interesting, modernistic lamp, indicative of the trend in design in newer markets, is manufactured by Vollmer, Inc. It is made of brush nickel and Bakelite Laminated, with a parchment shade. The lamp is 20" in height.

depression years—John Paterson—"If there ever comes a time in this business when courage will not be necessary; when it will not be necessary to fight against obstacles; we shall know it is time to put up the shutters, turn off the power, and draw the fires for all time," and '33 will not be any exception.

This chart, exclusively prepared for PLASTICS & MOLDED PRODUCTS by NEMA, shows that the molders have been doing well, after all. The solid line is the hot molded production curve, and the dotted one, general business. Notice the regularity of high and low points for each year, indicating seasonal trends, principally electrical.



# The Value of NEMA

A First-Hand Opinion of Its MERITS,  
Possibilities and Functions for the Buyer

NOW, as in all times of business stress, it is becoming increasingly hard to keep the molders together in the National Electrical Manufacturers' Association. The tendency is all toward economy with the idea that all the good things that Nema has to offer toward the stabilization of the trade, the interchange of ideas for the good of the industry in general and the individual factories in particular, will carry over to better times. Meanwhile a few dollars each month will be mighty handy when pay day comes around.

Friendships are being kept up, particularly among the eastern molders, by lunches at regular intervals. Spirited discussions of ways of allotting overheads tend to endanger the peace of mind of the individuals taking part, but these isolated groups cannot accomplish as much as the entire trade gathering at bi-monthly intervals at some central point.

## New Ideas

For instance, at the last meeting of the Association some interesting and feasible ideas were advanced outlining a workable plan for future development of premium business by the joint co-operation of the molders in the Association and some of the raw material suppliers. They outlined a way of handling jobs that ordinarily would tax the individual capacities of the molders mainly because a certain type and size of press would be required. If these plans can be worked through to a conclusion a substantial increase in business can be enjoyed by the members with no increase in factory equipment, the raw material

While this article is "Dictated but not Signed", it comes from an authoritative source. Like many others, this source believes in united action and cooperation—now, especially. On its part, PLASTICS recently pointed out that the British Association's increased effectiveness could be a profitable pattern for us Americans.

producers can enlarge their production comfortably and the customers can have a cheaper, better product delivered on time as specified.

Buyers, practically all of whom are connected with companies who are members of their own trade associations, are becoming conscious of the fact that molders who are sufficiently interested in the well being of their industry to join with their competitors under the banner of such an organization as Nema are safe molders to deal with.

If the molders in the Association will only arrive at the point where they will be proud to have on their letterheads "Member of Nema", they will see their way eased into the confidence of their customer. Today the molder has a tendency to soft pedal his membership in the Association. The idea presumably is that the buyer will feel that he is being ganged. This is far from the truth. Buyers are really human beings. They know that economic laws, especially today, will see that they get the best prices quotable, that no group of molders in an association can or will hold prices

off the sane level. That such a group may be formed for getting prices off an insane level such as exists today, not only in molding but in most other industries, is commendable because the only way it can be done is by education.

The standard clauses used on quotations have been almost universally adopted. Why do the molders neglect such an obvious boost as is available by heading these clauses on their quotation sheets (as the Hydraulic Press Manufacturers do)—"Standard Conditions of Sales adopted by N. E. M. A., Molded Insulation Section."

The member of Nema who flaunts his membership on his letterhead and quotations is worthy of trust by the buyer, he is reliable and is so accepted by his competitors, he may make honest mistakes in quoting—high or low—but he will make good.

## A Quality Symbol

Nema membership will be a hall mark of quality. Outsiders may be just as good but they will have the burden of explaining why they refuse to co-operate. The old burden of mutual suspicion is gone, never to be revived. Competitors in the molding industry are fighting hard for their own existence with no quarter given or asked—but the willingness to be friends, to play golf, eat lunch, and, God save the Democrats, pledge together through their association under Nema is a recommendation of their quality—personal and business—that is outstanding.

Buyers are turning away

(Continued on page 468)

# Let's Talk Shop!

By R. C. Gilmore, Jr.

## WEIGHING

WE were discussing with a molder the other day the cost of preparing phenol-formaldehyde resins for the mold from the powdered form to individual weights or pills.

It seems that at first he used to figure the total cost of his pilling department and divide it by the total number of pills made—giving a figure ranging between 6 and 10 cents per thousand depending on the month and the traffic through the department.

This situation did not satisfy him because on a single punch machine producing 52 pills per minute of a 30 gram weight he was charging 30 cents an hour while on the same machine with a five prong punch making 260 per hour he was charging 5 times that.

He then divided the total cost of operation by the number of pounds passed through and came to an average of eight-tenths of a cent per pound. This was better, but he is still not satisfied that a combination of the two systems is not even better.

### Is It Bliss?

He can not pass the same number of pounds per hour through a given machine in shifting from a one punch 30 gram pill to a 5 punch 3 gram pill.

He hopes sometime to work out a simple scheme of combining the two systems in such a way as to get a fair result without too much complication, although he admits he can't see daylight now.

It was when he analyzed his hand-weighing that he really

The keen Manager may have settled all these points. For the problems are certainly as old as molding. If the Molder, however, is light on orders, he is apt to ignore their meaning; while if he is crowded, he may feel altogether too rushed to bother with them.

In either case, his oversight leads to more losses. And avoidable losses are today's lowest form of luxury! To the discussion of similar economies, PLASTICS would like to devote a page or two of each issue.

became appalled. For years, he admitted, he has added about a cent a pound for weighing. Then he suddenly decided to time study the hand-weighing. The man timed was not working on one large job all day—an automatic weighing machine with a tender would feed those weights out at a rate of 32 a minute very nicely. The man selected was the utility weigher—100 of this, 50 of that; all day long filling up the odds and ends.

The results of this study have really forced an item to be inserted in all estimates of 50 cents per hundred weights of 125 grams or less. If a piece weighs 500 grams it will cost \$2.00 per hundred to put the loose materials in cups. If a large single container is used this will be cut some but not much.

He is now wondering how many competitors are blithely going their way considering hand weighing as just another job like the janitors and firemen when actually it's a very real charge against the individual piece, frequently of very

important proportions to the total cost of the piece.

## PERCENTAGES

SOME curious questions are asked when two or more molders are gathered together with steins or glasses of milk on the table.

One that we have been trying hard to catch the significance of—and it sounds important from some angle we have not as yet grasped—is what percent of the pounds of raw material you buy do you actually ship?

A fair guess at an efficient average would be 89%, made up as follows:

1. Actual loss in dust, left in drums, etc., between net weight received and the pounds finally put in the mold cavity; 1½ lbs. per cwt.

2. Average over weight put in mold cavities and ejected as flash—5 pounds per cwt.

3. Average weight of actually rejected pieces molded but not shipped—3 pounds per cwt.

4. Shrinkage in weight due to loss of moisture and expelling of ingredients in gas through the molding process—1 lb. per cwt.

### About 10% Lost

Hence, out of every hundred pounds you are invoiced for you are efficient if you actually ship your customer 89½ pounds of molded goods.

We are not quite sure what it means. Are you inefficient if you only ship 85 pounds? Or are you merely running a certain group of molds predominately flash this month against a group that were overwhelmingly positive last month?

# The Best For the Biggest; Plastics In Radio City

By Frank Settele

Associated With Donald Deskey •

PLASTIC materials in a variety of forms, shapes and colors have been put into successful and widespread use in the new Radio City Music Hall. Their decorative adaptation in modern furniture is on a scale never before attempted in any motion picture theatre. Wherever one wanders, through the thirteen men's and women's lounges or any of the three mezzanine balconies of this spacious theatre,—with its seating capacity of 6,200 the largest indoor theater in the world—, the eye encounters tasteful decorations where plastic materials serve as an important keynote. After such a visit, it is not difficult to believe that this theater contains more plastic uses than any other building in the world.

For all of this, Donald Deskey is responsible. He was entrusted with the tremendous task of giving unity to the decorations. The result is hailed as ushering in a new era in theatrical construction and decoration. Much of the work done on the lounges, mezzanine levels and grand foyer of the Music Hall, is his.



The Women's Lounge, leading from Grand Lounge, gave Mr. Deskey an opportunity for colored laminated tops and bases.

Other modern artists, recognized leaders in their fields, were assigned to design hand-blocked linen, murals, pottery, lamp bases, carpets, wall-hangings, baseboards, mirrors, rugs and fittings—all in keeping with the unexaggerated modernism which characterizes Radio City Music Hall.

Practically every modern material was carefully studied before the actual decorative construction began. Factors responsible for the choice of molded and laminated materials were their clear surfaces, which reflect light so interestingly; imperviousness to heat and moisture; ease of cleaning. More-

---

A NATIVE American, graduate of the University of California and one-time resident of Paris, Mr. Deskey is widely known as an architect, painter and designer. For several years he has been a recognized leader of the group of artists which has caused American manufacturers to adapt modern design and the products of modern industry to the furniture and decorations of the American drawing



room and private gallery. Among the works which have brought Mr. Deskey widest attention is the gallery he designed to house the private collection of modern art on the topmost floor of the John D. Rockefeller Jr., town house at 10 west 54th Street. The cork and metal displays which he designed for the windows of a leading New York department store were the first of their kind to appear on Fifth Avenue.

over, the ability of these materials to absorb shocks, strain and wear and tear, were determining factors in their favor.

Laminated materials, principally Formica, were used extensively for table tops, in combination with metal inlays. Mr. Deskey chose them because they made possible a simplicity of structure in the furniture,—a thing he has striven for in his work of bringing distinguished modernism to the theater. For example, the end tables and chairs of chromium and laminated found in both the Grand Foyer and Grand Lounge are so simple and yet subtle in construction that no screws are visible, every connection being concealed. Various receptacles for cigarettes, some in laminated tubular form, others in molded shape, recessed into chair arms, combine metal and plastics in many interesting patterns.

#### Color Scheme

The color note has been carefully used throughout. Black, because of its depth, is in universal use. A russet color, however, is introduced on several table tops in the lounges; and, in the Women's Lounge, leading from the Grand Lounge, white laminated material is used on the table and desk tops as well as for chair bases where these bases are solid in design. In the Men's Lounge on the first mezzanine, the entire baseboards and bottom half of the wall panelling are of black laminated, washable, and impervious to the burning action of cigarettes.

Hundreds of beautiful artistic lamps, in modern style, are scattered throughout these lounges. They combine both the cast and laminated plastics in many shapes, harmonizing them

(Continued on page 477)

A section of the Main Lounge, with murals by Louis Bouche, showing Mr. Deskey's use of laminated for tables and chairs.

# Plastics In Russia

By A. C. Blackall

REPORTING on the activities of the Soviet Plastics Institute at Leningrad in "Kunststoffe," Dr. C. Peters states that the Soviet is pushing plastics production in many directions, all the well-known plastics receiving attention. Phenol-formaldehyde, urea - formaldehyde, casein, vinyl acetate, nitro-, benzyl-, and acetyl-cellulose, and cellulose glycollate are all being produced, either experimentally or commercially.

Russia's natural resources will permit of the production of phenol and cresol-formaldehyde resins, bitumen plastics, cellulose esters, urea and thiourea resins, coumarone, glyptal, casein and albumen plastics. It is expected that the industry will concentrate in the Ural-Kusnezk Basins, as these possess an almost complete range of the essential raw materials necessary. Available in these regions are asphalt, barytes, gypsum, asbestos, kaolin, kieselguhr, wood flour, cellulose, carbon black, methanol, cresol, toluol, solvent

naphtha, urea, rosin, casein, albumen, chlorine, acetic, sulphuric, nitric, and lactic acids.

Plant is said to have been laid down for the manufacture of the newer hydrogenated plasticizers such as cyclohexanol oxalate and methyl-cyclohexanol oxalate, while actual manufacture of the old established plasticizers — including triphenylphosphate, triacetin, and dibutyl-phthalate—has commenced.

It is stated that a 50 per cent saving in acetic acid has been obtained by a new process which has been developed for the production of cellulose acetate, and that both benzyl- and ethyl-cellulose are being produced by new processes as well.

On the other hand, it appears that technical equipment is still lacking to permit of efficient exploitation of natural resources. The Soviet Coke Trust, for example, is as yet only in a position to isolate the very important cresols on a small scale, and no separation is at present effected of the ortho-, meta-, and para-cresols.



# Answering the Handle Problem

By M. H. Frost

UNTIL a comparatively few years ago, the manufacturers of cutlery and kitchen utensils had to be content with three types of handles: the wood, which, of course, was prone to burning and cracking, with its lacquer finish which usually peeled after a few week's use; metal, which was heavy and expensive and would not readily adapt itself to design, and in addition was too good a conductor of heat and cold; horn or ivory, which was highly expensive and hard to carve or machine.

Practically every one of these types of handles, with the possible exception of the wooden one, also had a severe limitation as regards color, and when the coloring note invaded the home, many manufacturers were stumped for the answer to an acute sales problem.

## A New Material

Several types of plastic materials were adopted for a short time, but the discriminating manufacturer could not find one that did not have some, if not all, of the disadvantages of the handles used previously. They kept experimenting, however, and the plastic industry answered their needs with the introduction of an entirely synthetic handle made from a cast phenolic resin. This material was capable of the finest color graduations and combinations and was so easily cast and machined that the manufacturer could incorporate revolutionary designs that had never before been attempted.

The cast handle also offered imperviousness to moisture, and, in addition to being a non-conductor, a high glossy finish that

immediately gave it the public appeal which was so greatly needed.

The application of this type of handle in both the cutlery and utensil fields has grown so remarkably in the past year that it is extremely doubtful if any other material can ever displace it. It is not an expensive product, and yet it gives an atmosphere of luxury to whatever article it decorates.

## Many Advantages

One cutlery house alone in the past year used over 110,000 pounds of cast phenolic resin handles, and the indications are that their coming year's orders will be considerably in excess of this amount. Of course, a great deal of this is due to public education of the need for a non-inflammable handle and by the resistance, on the part of the user, to the type of handle that would continually chip or crack under constant immersion in water.

In finishing the cast type of handle, the labor involved is much less than on any other, especially if the design calls for draft in one direction. The

small amount of flash, or waste material, which clings to the handle after casting, is easily removed and, after a tumbling process to bring out the polish, a proper size hole is drilled. The handles are then mounted on the blanks, wiped and packed for shipment.

These phenolic resin handles can be furnished in an unlimited number of colors, and constant research is going on in the plants of the manufacturer to determine what colors are most needed. The greatest demand today is for Brown-Onyx, Green Quartz, Ivory, Cloudy Amber, Grass Green, Morocco Red and Black. With the exception of a few possible additions, owing to new style trends, all indications are that the foregoing colors will predominate in the trade for the balance of the year.

## —And Profits!

The increased use of this remarkable material in these fields is being watched with considerable interest by many allied industries and promises to point the way for increased profits for both the cutlery and utensil manufacturer.

The non-inflammable feature of the cast plastic is given full prominence in this set of knives. The color, of course, speaks for itself in display,—though unfortunately, not in print!



# The Urea-Compound Prices

## — A Letter

THE EDITOR,  
PLASTICS & MOLDED  
PRODUCTS,  
420 LEXINGTON AVENUE,  
NEW YORK, N. Y.

GENTLEMEN:

THE price lists for molding compounds recently issued by Unyte, Plaskon and Beetle show a surprising unanimity of content. The molders are far from criticising such a condition—they only wish they could even slightly approach it themselves.

However, the base chosen is being very widely criticised. The necessity of purchasing in one order 10,000 pounds or 20,000 pounds of one color to be taken in a period of 60 days will keep the average molder from getting any advantage of any lower price per pound than the top quoted, namely 35c.

Only a few jobs appear in a year which are large enough in themselves to come within this range. There is even then the ever present danger that after the job is taken on the basis of a discount for quantity purchase the buyer will slow up his shipments for lack of ultimate demand with a consequent saddling of the molder with a large excess of raw material bought and, possibly, paid for. Some one will be badly hurt before long trying to take advantage of this discount method.

### The Producers' Side

The other side of the picture shows the trade in urea tending more and more to be confined to the three or four molders who are specializing in proprietary lines and who consequently are normally buying ureas in quantities that give them the low prices on all their raw material. They will have that

The author of this letter, in his last paragraph, hints that it is useless to address us. We print his letter, pointing out that it does not necessarily reflect our views, being an individual opinion only.

*The Publishers*

much edge on the outside molder who is struggling to get a foothold.

The outsiders do not like the system and the insiders think it's fine. Who will suffer most—the raw material suppliers or the molders—remains to be seen.

### Those Prices

It is rather hard for an outsider to believe that a molder who used thirty thousand pounds monthly would pay 35c on some shipments and 31c on others. Or that he has to order in single lots as specified. The urea salesmen swear it's so but the molder cannot help smiling. He sells goods too and lays down drastic rules on many things—he knows that he is forced to turn his other cheek many times when his largest customers get ideas contrary to his rules. Of course, he always solemnly assures his competitors that his rules are law and never broken; that's a matter of form and so accepted by the competitor in question, who then tells one himself.

All of which is leading up to one molder's opinion—the new price system of urea compounds is all wrong, will not work, and must be changed. At least they should give a molder credit for

the same amount purchased in small lots over a 60 day period.

While the subject of ureas is being discussed another bad situation should be mentioned—namely the growing tendency of the raw material companies to take orders directly from the consumer and farm them out to their pet customers. Such taking of orders is usually accompanied by a direct subsidy or rebate such as a gift by the parent company of the molds necessary to produce—the money for which is coming directly from the income received for the raw material. This is unpleasant to the average molder to say the least and is fraught with unknown danger to the raw material companies if carried too far. This situation will be watched with great interest in the next year.

Do not misunderstand me—there is nothing inherently wrong in such practice. It is just too complicated in its implications of future methods of doing business for one poor molder to follow.

It is not my purpose to stir up trouble, but these questions seem important. Your publication might help us to find an answer to many problems, though I doubt if, in this instance, you will want to print a critical letter. I understand that it is bad publishing policy to print facts of this nature.

Regardless of whether my letter ever gets printed or even answered,—and my last letter has not been answered yet!—the question of urea prices still exists as important as ever. After all, we are all in business for profit, and to be handicapped by discrimination absolutely voids our abilities and experience.

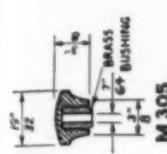
Sincerely yours, — .

**Parts From Stock Molds**  
Owned By

**The American Record Corp.**



**Scranton, Penna.**

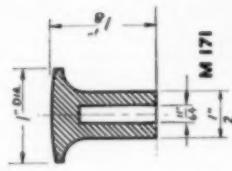


**Knob**

Furnished in black or colors.  
Without bushing or with bushing. Standard thread, 6/32 or 8/32.



M-305

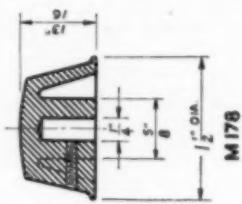


**Knob**

Furnished in black or colors.  
No bushing. Tapped thread  
10/32 to 1/4" or plain hole.



M-171

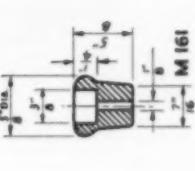


**Radio Knob**

Furnished in black or colors.  
With or without arrow on top  
and with or without center  
bushing; 6/32 set screw.



Radio Knob  
M-178

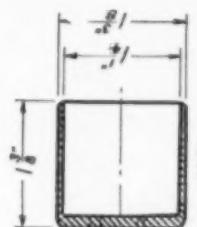


**Foot**

Furnished in black or colors.  
Ideal foot for electrical appli-  
ances, instruments, etc.  
Furnished only as shown.



Foot  
M-161



**Tube Socket Base**

Furnished plain or with holes  
for 4 prongs for standard 201  
or 201A lamp. Made in black  
material.



Tube Socket Base  
M-21



**Circuit Breaker Knobs**

Base

No.	Length	Dia.	Thread
95 1/2	2 1/4"	5/16"	4/36 or 6/32
95 1/2	3 1/4"	5/16"	6/32 screw



**Baby Switch Handles**

No.	Length	Diameter	Screw End	Screw
168	1 15/32"	5/16"	5/16"	10-32
168 1/2	1 15/16"	5/16"	5/16"	10-32



**Telephone Crank Handles**

No.	Length	Dia.	Hole	Counter-	Depth
246	1 3/16"	1/2 x 3/8	11 Drill	9/32"	
334	1 5/16"	1/2 x 13/32"	9 Drill	11/32"	

246

334



## NEWS of the INDUSTRY

### Patent Decisions

Decision upholding validity of patent for the production of butyl-alcohol (butanol) and acetone, controlled by Guaranty Trust of New York, Sutacet Corp. and Commercial Solvents, was handed down by the U. S. Circuit Court of Appeals sitting in Philadelphia Dec. 10.

It was rendered in an appeal by Union Solvents, which was sued for infringements of the patent, known as the Weizmann invention.

U. S. District Court of Delaware ordered an injunction against Union Solvents and also directed it to pay damages and profits to the patent owning companies. The Circuit Court sustains that ruling and dismisses the appeal of the Union Co.

The Guaranty Co. and the Butacet Corp. are the owners of the patent rights and Commercial Solvents has the exclusive license to manufacture products under the patent in this country.

Union Solvents has, as yet, made no announcement of whether or not it intends to carry the suit to the Supreme Court. The litigation has been watched with a great deal of interest, not only by consumers of butanol, but by the industry at large.

### Du Pont to Appeal

An appeal to the U. S. Circuit Court of Appeals has been taken by du Pont from the decision of the Federal District Court in Brooklyn invalidating the Flaherty patent on low-viscosity nitrocellulose lacquers, in the action charging Glidden Company with infringement. It is the general understanding that both parties in the several suits

of this nature contemplate carrying the matter to the Supreme Court for final adjudication.

Trial of the action of du Pont against the Jones-Dabney Co., was begun in the Federal District Court of Wilmington, Dec. 12. This action has the same basis as the Glidden case. Counsel for du Pont petitioned for continuance of the Jones-Dabney procedure and also asked that the suit be dismissed without adjudication. Counsel for Jones-Dabney opposed these motions, and Judge Nields denied them.

### Company Books

Glyco Products, Bush Terminal Building, Brooklyn, New York, has issued a new catalog that gives important information on their resins and other materials.

Monsanto Chemical Works, St. Louis, Missouri, issued a revised list of their many chemical products.

Roessler and Hasslacher Chemical Company, Wilmington, Delaware, presented the latest quarterly price list of chemicals, with several important changes.

American Catalin Corporation, 230 Park Avenue, New York, have published a new pamphlet containing specifications and a list of uses. It also has an attractive sample pasted on the cover.

An illustrated booklet issued by the Surface Combustion Company of Toledo describes their industrial furnace and burner equipment.

The kiln mill drying,—from wet solids to dry powders in one operation,—is effectively described in a booklet issued by

Raymond Bros. Impact Pulverizer Company, Chicago.

### Government Publications

The Bureau of the Census has issued data on coal tar products made for sale during 1931. According to this report, phenolic resin output was valued at \$8,057,620. No comparison with 1929 was made since the figures for that year were incomplete.

The Chemical Division of the Department of Commerce will issue, during 1933, several monthly statistical statements of interest to the industry. Among these are: No. 2814, "U. S. Imports of Explosives, Pyroxylin Products and Synthetic Resins"; No. 2801, "U. S. Exports of Coal Tar Products and Dye Materials" and No. 2855 on imports of this class; No. 2864, "U. S. Imports for consumption of Chemicals and Allied Products"; No. 2865, "Monthly Import Dye List". The cost of the first three of these is one dollar each, per year. The fourth one is \$1.50 and the last one, \$5.00.

### Plastics Luncheons

A luncheon under the auspices of the National Alliance of Art and Industry, on all plastic materials, was held on January 23rd, at the Hotel White, New York. James L. Rodgers, Jr., President, Toledo Synthetic Products, Inc., was Chairman of the meeting. Among those who spoke on the importance of plastics in modern industry were R. E. Coleman of General Electric, Gorden Brown of Bakelite, H. S. Spencer of General Plastics and Joseph Sinel, designer.

#### REPORTED INDUSTRIAL STATISTICS

(Billings in Dollars)	October
Molded Insulation	497,171
Laminated Phenolic	456,720
(Shipments in Pounds)	
Pyroxylin, all forms	1,241,940

1932	No. Reporting	Octoer
November	19	575,081
(Incomplete)	8	570,466
(Incomplete)	9	1,433,529

1931	No. Reporting
November	18
(Incomplete)	8
(Incomplete)	9

The January luncheon of the Molders' Representatives (N. Y.) was addressed by Mr. H. Krehbiel of the American Catalin Corp. It was well attended, and Mr. Krehbiel's discussion of the cast type of material was very enlightening to those present.

The American Society for Testing Materials has issued an index, as of October, 1932, to its Standards and Tentative Standards. This valuable guide is supplied free by the Society from their offices in Philadelphia.

### Personnel

#### Hercules Elects

Two new directors were elected to board of directors, Hercules Powder, Dec. 28. New members: A. B. Nixon, general manager of the company's cellulose products dept.; and P. B. Stull, general manager, Virginia cellulose dept. Creation of two new members brings number of Hercules directors to 14 and allows for the complete representation of each major department of the company on the board. All of the directors are active executives in the company.

A. B. Nixon has been general manager of the cellulose products dept. since 1928 and was formerly in charge of company's nitrocellulose plant at Gillespie, N. J. Mr. Stull has been general manager, Virginia cellulose dept. since 1928 and was formerly president, Virginia Cellulose Co. of Hopewell, Va., which was acquired by Hercules in 1926.

Samuel Alsop, president, Alsop Engineering, is vacationing in Miami.

Dr. Allan F. Odell, Du Pont Viscoloid research director, was the guest of honor at dinner given Dec. 23 by Baltimore branch, A. C. S. Dinner preceded lecture by Dr. Odell on Alchemy, his hobby.

### New German Process

The Germany Dye Trust announces the development of a new process for the production of synthetic porcelains and similar artificial substances. These are made by the mixture with chlorinated naphthalenes of such materials as Kaolin, Talcum, crysolite, aluminum powder, etc. It is necessary to use these substances in amounts of from 20 to 50 per cent by weight of the chloronaphthalene.

In an example, 20 parts of talcum are stirred at 120 deg. c., with 80 parts of a chlorinated naphthalene having a 50 per cent chlorine content. The material produced is similar to porcelain, but softens when heated. If twice as much talcum is introduced the material does not flow readily, but can be worked in a hot press. Colored materials can be made by the use of pigments and dyes. The products are not wetted by water and it is claimed that some of them can be turned on a lathe.

**A**MONG the recent new developments is one in particular which should be of interest to molders and fabricators. This was the formation, early last month of Moulded Plastics, Inc., of 281 Columbus Avenue, Boston, Mass. This company, of which Mr. A. Ullman is President, will act as the New England distributor of various consumer articles produced by the industry, thereby offering an opportunity to the maker of proprietary items. It does not act as a manufacturers agent, but as a wholesale distributor making outright purchases, carrying stocks of non-competing lines. It does its own billing and shipping, in general carrying out the functions of a modern distributor through a staff of salesmen calling principally on the retail trade. At first, these activities will be confined to New England but will be expanded into other territories later on.

Mr. Ullman, who is president also of Northeastern Radio, Inc., handling Zenith radios and Servel refrigerators, has among his associates in Moulded

Plastics, Inc., S. I. Helseth and Thomas A. Ryan who are well known in the Industry. Professor Harry R. Tosdal, Head of the Graduate School of Business Administration, Harvard University, is acting as adviser to the Company. He is a well known expert on distribution methods.

In a statement to PLASTICS, Mr. Ullman said, in part:

"This industry, like any other new one, is developing along the usual lines of paying a great deal of attention to the production end, with little or no attention to the marketing and distribution phases. It is our sincere opinion that the Plastic Industry is fully equipped to produce items of a novelty and utility nature—correctly designed—that would have tremendous appeal to the American consumer. And the public will gladly pay the price for such items if properly merchandised and widely distributed through the already existing retail outlets.

"What the industry needs is responsible marketing and distributing agencies that can do the necessary merchandising work. We fully believe that we have the necessary qualifications to act as a wholesale distributing agency for Plastic fabricators of consumer articles."



An interesting photograph of R. Sekido, Japanese Plastics publisher, taken in one of the many Tokyo Parks.

### Investigate Camphor

THE United States Tariff Commission has begun three years of study of domestic production and consumption of synthetic camphor as provided for under paragraph 51 of the Tariff Act of 1930.

Paragraph 51 of the Tariff Act of 1930 directs the Tariff Commission to ascertain the per cent of domestic consumption of synthetic camphor supplied by domestic production for certain six month periods, the first of which begins December 18, 1932. The section of Paragraph 51 relating to synthetic camphor reads as follows:

\*\*\* synthetic camphor, 5 cents per pound. If at the end of three years after the enactment of this Act, the President finds that during the preceding six months the domestic production by quantity of synthetic camphor did not exceed 25 per centum of the domestic consumption thereof by quantity, or, at the end of four years after the enactment of this Act, that during the preceding six months such domestic production did not exceed 30 per centum of such consumption, or, at the end of five years after the enactment of this Act, that during the preceding six months such domestic production did not exceed 50 per centum of such consumption, he shall by proclamation so declare and, after six months thereafter, the rate on synthetic camphor shall be 1 cent per pound. To assist the President in making the investigation required by this provision, the Tariff Commission is empowered to investigate, to such extent as may be necessary, in the manner provided in the case of investigations under section 336 of this Act, and shall report to the President the result of its investigation.

In order to comply with this provision, the Commission has requested all interested parties to make arrangements to supply the necessary data, periodically, to cover the six month period, December 18, 1932 to June 17, 1933.

**NATIONAL**

# RESIN COLORS

## BRILLIANT UNIFORM

A COMPLETE LINE OF COLORS  
SPECIALLY MANUFACTURED  
FOR PLASTIC COMPOUNDS

WE INVITE YOUR PROBLEMS

NATIONAL ANILINE &  
CHEMICAL COMPANY, INC.  
40 RECTOR ST., NEW YORK, N. Y.  
BOSTON  
PROVIDENCE  
CHICAGO  
PHILADELPHIA  
CHARLOTTE  
SAN FRANCISCO  
TORONTO



# RESIN DYES

The synthetic camphor provision in Paragraph 51 was inserted as an amendment by the Senate as a compromise to prevent the rate on that article from being reduced from 6 cents per pound provided in the Act of 1922, to 1 cent per pound as previously passed by both the House of Representatives and the Senate in the consideration of the Act of 1930. In favor of this amendment it was stated that a domestic synthetic camphor industry had been developed and was then producing

about 500 pounds per day. It was the purpose of the amendment to afford the new industry an opportunity to develop, although previous attempts on the part of others under the 6 cent per pound rate had failed. American turpentine is the principal raw material for the manufacture of synthetic camphor.

Synthetic camphor is used almost entirely as a plasticizer in the manufacture of pyroxylin (celluloid) and cellulose acetate

plastics especially for the manufacture of safety or non-shattering glass for automobiles, in which a thin sheet of celluloid or cellulose acetate is "sandwiched" between two sheets of glass. Consumption of synthetic camphor is mainly in New Jersey and Massachusetts.

Imports of synthetic camphor have averaged about 2,000,000 pounds annually since 1927. They come chiefly from Germany, with smaller amounts from Switzerland and Italy.

## British Industry Notes

### British Trade Fair.

IT is announced that E. J. Wilkins, honorary secretary of the British Plastic Moulding Trade Association, has been unanimously elected as the first representative of the Plastics Section of the reconstituted Exhibitors' Advisory Committee for the British Industries Fair, which has now been completed by the election of thirty members from those trade sections of the Fair in which there are upwards of twenty-five exhibitors.

The Fair will open February 20 and will surpass any of its predecessors in size and variety of manufactured products. At the two London sections—Olympia and the White City—the area which will be used for exhibits will be approximately 490,000 square feet, compared with 384,000 square feet at the last Fair. The Birmingham section will also be appreciably larger than last year.

H. Rowland Fleck and C. Edward Sage have contributed an article on the employment of cresols in synthetic resin production (*The Analyst*) in which they describe a noteworthy new process. Briefly, they state: The preparation of synthetic resins involves the employment of phenols in large quantities, and the short range of boiling

points between ortho-, meta- and para-cresols does not permit a complete separation, by commercially possible methods, of fractional distillation. Consequently, the meta-cresol is usually obtained mixed with varying proportions of its isomers. The usual method employed for the evaluation of cresol with respect to the meta-compound was introduced by Raschig, but in dealing with cresol in this way several difficulties arise, the operations being lengthy and not free from danger. Consequently, a more rapid and accurate method of estimation has been worked out for mixtures of the three isomeric cresols, which depends on the formation of an insoluble resin with formaldehyde in alkaline solution. The resin obtained by this method is of a pale cream color and friable, and decomposes slowly on prolonged heating, formaldehyde vapor being evolved.

ADDRESSING the 17th annual meeting of Erinoid, Ltd., for the year ended July 31 last, the chairman (Andrew Binnie) declared that the volume of sales was the largest in the undertaking's history. Trading profits amounted to £42,624 (\$213,120)—an increase of £24,304 (\$121,520) over the previous year.

Mr. Binnie reported that the company was in a very strong financial position, stating that the floating assets alone amounted to £223,076 (\$1,115,380), or only £27,000 (\$135,000) less than the share capital. Mr. Binnie further stated that there was no doubt that the new tariffs have been beneficial to the company, and would be increasingly so in a full year. He proposed that the balance of profit and loss account should be applied as follows: Dividend of 10 per cent, less tax, £18,750 (\$93,750); transfer to general reserve, £\$7,500 (\$37,500); staff fund, £\$1,000 (\$5,000); and sum carried forward, £6,699 (\$33,495). The resolution was passed unanimously.

Sir J. George Reharrell, D. S. O., chairman of the Dunlop Rubber Co., Britain's biggest rubber manufacturer, has been nominated President of the Institution of the Rubber Industry for the ensuing year. This association cooperates closely with the British Plastic Moulding Trade Association. Sir George is also chairman of Imperial Airways, Britain's air transport combine, and one of London's most far-seeing business men.

A new plastic material has, according to the London "Chemical" (Continued on page 466)

This little bowl went to the movies—in theatrical premium sets.

This little bowl went to Borden's customers for mayonnaise.



This little bowl is in Macy's, Marshall Field, Wanamaker's as "Beetleware".

This little bowl went to Woolworth's.

## All of course, made of "Beetle" Molding Powder in Rainbow Tints

*Beetle opens up new empires to molders!* Less than 20% of our powder sales lap over into the old field of the phenolics; Beetle competes mainly with glass and china. And the molders who hop out of the rut and begin looking for business in that new area will find plenty of million-runs there!

Beetle Molding Powder and our service engineers are at the service of every molder.

Twelve standard colors. Two types—*granular* for tabletting and fine powder, which cannot be tabletted but costs 2c a pound less and makes smoother surfaces for shapes like dishes.

Our latest price list is dated November 1, 1932. There's a new catalogue too; did you get yours?



### SYNTHETIC PLASTICS COMPANY

A Subsidiary of American Cyanamid Company

535 FIFTH AVENUE, NEW YORK



## AMERICAN INSULATOR CORPORATION

*America's Most Progressive Custom Molders*

### Molded Products of Every Description

Bakelite  
Cold Molded  
Lumarith

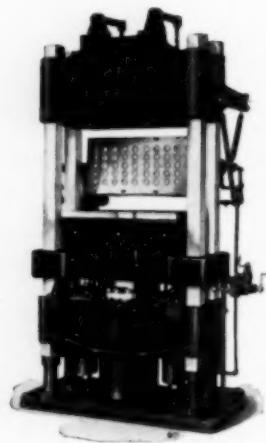
Durez  
Braylite  
Beetle

#### NEW FREEDOM, PA.

New York—Graybar Bldg.  
Chicago—11 S. Desplanes St.

Sales Offices:  
Detroit—2-203 General Motors Bldg.  
Philadelphia—140 Roumfort Ave., Mt. Airy

## French Hydraulic Machinery



A new tilting die molding machine, (patented). The die or die head tilts mechanically as the platen moves. The only hydraulic cylinders are the pressing and return cylinders. Rigid, accurate, reliable.

Several installations made in large plants.

We build all types of molding presses. Write for catalogs.

**The French Oil Mill Machinery Company**  
Piqua, Ohio

New York

Pittsburgh

Akron

Chicago

### News

(Continued from page 464)

cal Age," been produced from highly unsaturated petroleum distillates. The resin is obtained by the polymerization and condensation of suitable distillates in the presence of aluminum chloride, and its characteristics and yield are controlled by the regulation of various factors in the resin formation, while the reactions involved are numerous and exceedingly complex.

The estate of the late Henry E. Ashdown, head of H. E. Ashdown (Birmingham), Ltd., Birmingham, well-known molding concern, is valued at £5,541 (\$27,705) gross, with £4,838 (\$24,190) net personally.

The General Plastics Corporation has recently introduced two new materials to the British market, namely, "Acelloid" and "Gramaphaooid." The former is a cellulose acetate material for the manufacture of molded novelty articles, while the latter is stated to be a very useful material for the manufacture of first-grade phonograph records.

The newly-formed Plastics Group of the British Society of Chemical Industry held its inaugural meeting in London recently, Dr. E. F. Armstrong (acting for the president of the society) inducting the Group Chairman, H. V. Potter, B.Sc., F. I. C. Dr. Armstrong, in an amusing address, referred to the great future ahead for plastics, after which Mr. Potter made a graphic survey of the field served by the plastics industry. A large number attended the inaugural meeting, which promises to be a successful off-shoot of this well-known society. It is also interesting to note that the Midland Section of the Institute of the Plastics Industry was inaugurated at Birmingham recently, nearly 150 members of the industry attended. C. C.

(Continued on page 468)

# **UREA CHEMICALLY PURE**

# **UREA TECHNICALLY PURE**

# **CAMPHOR SYNTHETIC**

Manufactured by Schering-Kahlbaum, A. G., Berlin

**SOLE IMPORTERS AND DISTRIBUTORS**

# SHERKA CHEMICAL CO., Inc.

**75 WEST STREET, NEW YORK**

**TELEPHONE: BOWLING GREEN 9-7482**

# **Bakelite Molding**



**THE RECTO MFG. CO.**  
Cincinnati, Ohio  
Appleton and B. & O. R. R.



## FORMALDEHYDE PARA FORMALDEHYDE HEXAMETHYLENAMINE

Long experience in the manufacture of these products enables us to meet the individual requirements of the Plastic Trade.

HEYDEN CHEMICAL CORPORATION

50 UNION SQUARE, NEW YORK CITY  
180 N. WACKER DRIVE, CHICAGO, ILL.  
Factories:  
Garfield, N. J. Perth Amboy, N. J.

## CASEIN PLASTICS

SHEETS  
RODS  
and  
TUBES

EXTENSIVE stocks of Sheets and Rods in standard sizes and in a wide range of colors to satisfy the most discriminating tastes and individual requirements.

Your orders and inquiries will receive our prompt attention.

American Plastics Corporation

50 Union Square, New York City

### News

(Continued from page 466)

Last, President of the Institute, presided. Captain J. W. Barber, chairman of the Plastic Trade Association, pointed out that the Birmingham section would have a splendid nucleus of members in the 50 persons in the Midlands who are already members of the parent body. C. H. Glassey, of Beetle Products, Ltd., was elected chairman of the branch.

MR S. Sekido, whose picture appears elsewhere in this issue, writes us about the sad state of affairs in Japan. Some small plants have been forced to close, and the only activity is in pyroxylin. His last afterthought, penned—in red ink, mind you!—to the bottom of his letter is: “We touch with the realities”. We do, we do indeed, Mr. Sekido! But over here it's touch and go with them. Vale!

### The Value of NEMA

(Continued from page 453)

from the lone wolf in business toward the one who co-operates with his fellows. They have seen the topsy turvy lists of quotations received from a disorganized molding industry—and they have been disturbed and upset. Such things do not please them. Now these lists are flattening out into honest differences of opinion in a reasonable range. For this we can thank the suggestions given in the uniform accounting system, the uniform estimating forms worked out under Nema, and altho not adopted as a whole by anyone, now showing the results of their work in the trade.

The buyer likes this—and will more and more tend toward dealing with members because he believes the mere fact of membership carries a tendency—to put it mildly—toward greater individual stability and reliability.

PLASTICS & MOLDED PRODUCTS

## WHAT PRICE MATERIAL?

(Reprinted from the Durez  
Molder)

IN any manufacturing operation the cost of materials used is an important item and must be considered from all angles. Perhaps the cheapest grade of brass or steel will do. Perhaps a better grade at slightly more cost will actually prove less expensive. The better grade may stamp and form easier, show less wear on dies, produce a smoother surface, making finishing less costly. The finished product may also be of better quality and therefore enjoy a wider sale than the one made from the lower grade of material. No experienced manufacturer would decide on the grade of material to use without studying its effect on his cost and quality all through his plant operations.

### Rapid Advances

Some types of material, due to their nature and the way they are processed, can affect plant costs and quality of product much more than others. Where could one be found that has more bearing on cost and quality than molding compound? The finish of the part, its mechanical and electrical qualities, the speed of curing, the ease of opening and closing the mold, the loss from rejects, the uniform weight of preforms are all dependent on the quality of the molding compound. In the early days of molding, molds were loaded carefully on a bench, gradually heated up under low pressure, then closed by high pressure, cured for fifteen minutes, cooled for several minutes and then opened. Today preforms are dropped from a loader into a mold anchored in the press, the press closes in fifteen seconds, the parts are in the operators' hands in another minute. It's all the same type of material—merely different in quality.

Today there are many grades of molding compound available

# CELLULOSE ACETATE

TRIPHENYL PHOSPHATE

DIBUTYL TARTRATE

DIBUTYL PHTHALATE

DIETHYL PHTHALATE

DIMETHYL PHTHALATE

ACETIC ANHYDRIDE

SODIUM ACETATE

CRESYLIC ACID

TRIACETIN

CASEIN

*for all purposes*

AMERICAN - BRITISH  
CHEMICAL SUPPLIES, Inc.

180 Madison Avenue

New York, N. Y.

Ashland 4-2265

# SELLING!

THE one outstanding need of the Plastic Industry. After a year's intensive study of the creation and development of new markets—The development of proper sales channels—The selection of seasoned, reliable men—

## We Announce

### Moulded Plastics, Inc.

281 COLUMBUS AVENUE  
BOSTON, MASS.

*To organize and direct the sale of proprietary articles, molded or fabricated, direct to the consumer in the gift-shop, novelty, premium and jewelry trades.*

with prices varying according to the quality. The cheapest types will mold in time and will produce a molded part. The part may lack the lustrous finish expected in a molded part. It may be weaker electrically and mechanically. It may "get by," but it is not what the buyer expects. When repeat orders are to be placed for those parts, he will remember the poor appearance, the disappointment of not getting what he expected and the order will probably go somewhere else.

Suppose a better grade of compound at a slightly higher price is used. The molded parts will have the finish expected of them. Lying on a counter their eye appeal will make increased sales. Going into a manufacturing plant their appearance stamps them as "Grade A" and brings in repeat orders.

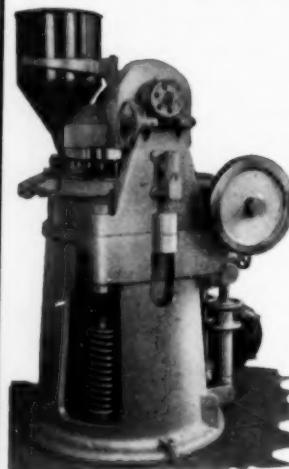
#### The Result

But what effect does this better grade material have on costs in the molding plant? The material comes from a manufacturer with years of experience behind him. He has learned to control the material through bitter experience—no easy matter. He does not use your plant as an experimental ground to determine the quality of his material. It comes uniform—the same plasticity, the same curing time and something you can depend on in figuring costs and production. This uniformity keeps rejects to a minimum. Too often rejects will mount so high they take any possible profit from a job. This better grade will cure at least ten per cent faster in the mold, giving greater production and lower cost. But possibly the greatest saving will be in finishing costs. The uniform right plasticity for the particular conditions produces paper thin fins that may be removed for practically nothing by tumbling. Expensive filing and machining to remove fins is avoided. So, too, is buffing and polishing which are necessary on poor grades of material that do not take a lustrous finish in the mold.

## 2 NEW STOKES Rotary Preforming Presses

### Features

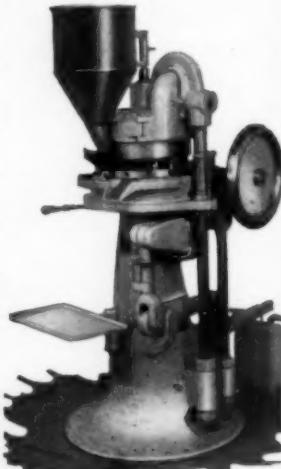
1. Rugged, compact, simple
2. Punches quickly inserted and removed without tools
3. Clutch pulley for belt or motor drive
4. Squeeze pressure exerted from both sides at once
5. Handwheel adjustment for weight and thickness of preform
6. Automatic Excess Pressure Release, for spilling overloads
7. Moving parts housed, yet accessible
8. Dust collecting nozzle
9. Belt or motor-driven, as desired



Stokes "DDS-2" Press

Capacity—350 per minute; die fill up to 2"; diameter of preforms—up to 1  $\frac{1}{16}$ ".

Write for further information



Stokes "DS" Press

Capacity—200 per minute; die fill up to 1  $\frac{1}{2}$ "; diameter of preforms—up to 1  $\frac{3}{8}$ ".

**FJS** STOKES MACHINE COMPANY

Process Machinery Since 1895

5934 Tabor Road, Olney P. O., Philadelphia, Pa.



## Quality First

The old adage "you get what you pay for" is doubly true for molding compound. Good material cannot be made without using high grade, carefully tested, raw materials. Careful controls, experience, suitable equipment are not possible without expense. In every branch of industry the cheapest material is continually found to be the most expensive in the long run. Many have learned this to their sorrow. Others consider material from all angles, take note of general experience and profit accordingly.

## A Consumer Looks At Cellophane

(From duPont Magazine)

SOME time ago a well-informed woman who reports merchandising activities for one of the New York City newspapers devoted part of her daily column to the improved facilities for displaying and selling goods. Among other things she said, "It seems to us that people's credulity is very little strained these days. In department stores we are asked to accept very little on faith. Cellophane, a thin, shiny, transparent material that shuts off dust, admits the customer's eye to an ever wider scrutiny that reveals all. The use of Cellophane wrappings has descended on us so gradually that most of us have hardly recognized its omnipresence. But an observing glance will show that the ingratiating storekeeper, ever ready to please, has looked to his wrappings as well as to their contents."

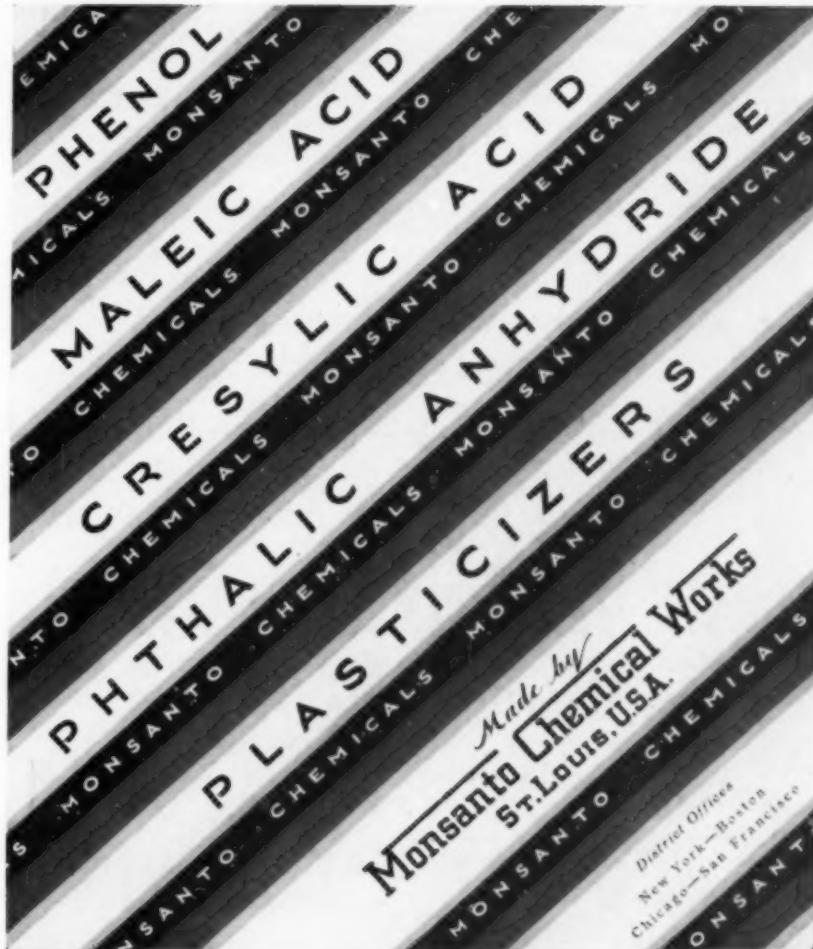
Important changes have been made in store layout and merchandising technique. Nowadays one sees fewer shelves and counters and more open display fixtures and tales. Stocks that were formerly kept more or less in seclusion, because they soil

(Continued on page 475)

# WOOD FLOUR

•The most widely-used Filler for Plastics. Made by a new process, exclusive with Becker-Moore, the country's largest suppliers.

BECKER-MOORE & CO.  
Incorporated  
NORTH TONAWANDA,  
NEW YORK



Steel  
Steam  
Platens

## JOHN J. CAVAGNARO

Engineers and Machinists  
Established 1881

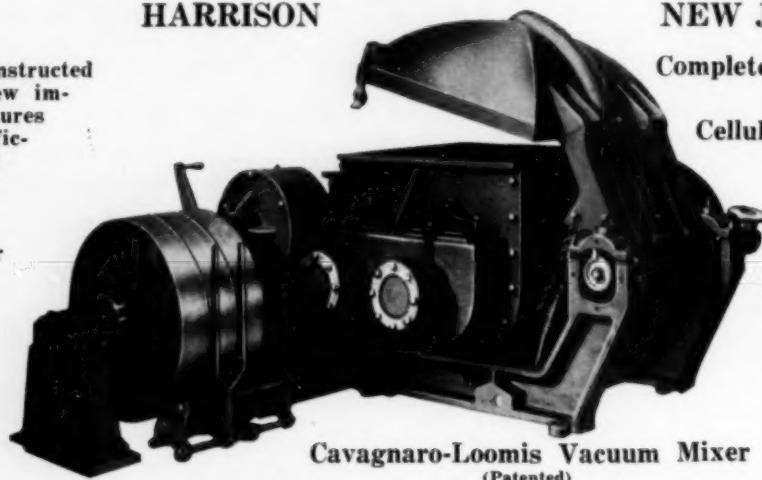
HARRISON

This mixer constructed  
with many new im-  
portant features  
desired for effi-  
cient mixing  
operations

Belt or Motor  
Drive

Complete spe-  
cifications  
on request

Plain  
or  
Stainless



Die  
Presses  
and Dies

NEW JERSEY

Complete line of machinery  
for  
Celluloid & Plastic Mfrs.

Special Representative  
**Evarts G. Loomis**  
126 So. 14th St.  
Newark, N. J.

## Complete Service:

Promptness, Accuracy and Quality—coupled with our experience in the art of making moulds—are guarantees for high-grade plastic moulded parts.

We solicit your inquiries.

### PLASTIC MOULDING

**KUHN & JACOB MOULDING & TOOL CO.**

503 PROSPECT ST., TRENTON, N. J.

N. Y. Office  
Phone Defender  
3-6442

Phila. Office  
Phone Penny-  
packer 3646

Detroit Office  
Phone Trinity  
2-0122

## IS YOUR PLANT READY To Meet THE DEMANDS of RENEWED BUSINESS ACTIVITY?

Many organizations have been using the lull in business, to carry on much needed mechanical development and research with a view of increasing production at reduced cost.

That's Foresight!

The mechanical laboratory and shop of the Evarts G. Loomis Company together with experienced engineers can offer you valuable assistance in the solution of your problems.

**EVARTS G. LOOMIS COMPANY**

126 So. 14th St.

Mechanical Engineers

Newark, N. J.

*With all the present ballyhoo about Technocracy, few industrial publications have paid it much attention. The following reprint of an article appearing in the Industrial Bulletin of Arthur D. Little, Inc., gives a brief and convincing reply to its advocates.*

TECHNOCRACY is a beautiful word, though not so blessed as Mesopotamia. It has crowded Prohibition and Debt Payments off the front page and given us something different, if not new, to talk about. It has failed to tell us how to do anything else. Those who are interested to learn how destitute of authority its fulminations are, and how little confidence can be placed in its statistics, are referred to the articles dealing with Technocracy in the *Iron Age* for December 22, and in *Time* for December 26.

Technocracy holds the machine responsible for unemploy-

ment, but, though China is certainly not under the domination of the machine, a recent letter from Peiping says, "In China the depression is always with us; to find a large part of the population out of work is but a normal condition." Obviously, then, we must look beyond the machine if we are to find the causes of general unemployment and its remedy. Technocracy, in its embodiment in Mr. Howard Scott, looks so much further that it has found something even more sinister than the machine. It tells us, "Our old system is done for, and the nation has got to swallow

## AMERICAN RECORD CORPORATION

**Phenolic Moldings**  
OF PROVED SUPERIORITY

*Economy*  
CONSISTENT WITH  
QUALITY  
and SERVICE

for

PHENOLIC • BAKELITE • DURITE • DUREZ  
UNYSTE • BEETLE • PLASKON

LACANITE

consult ↗  
**AMERICAN RECORD**  
**CORPORATION**

SCRANTON, PA.

NEW YORK: 1776 Broadway

DETROIT: 145 Eastlawn Ave.

549 W. Randolph St., CHICAGO

1745 Shaw Ave., CLEVELAND

HOLLYWOOD, CAL.: 933 Seward St.

GLENDALE, CAL.: 1733 Standard Ave.



AMERICA'S FOREMOST  
MOLDERS

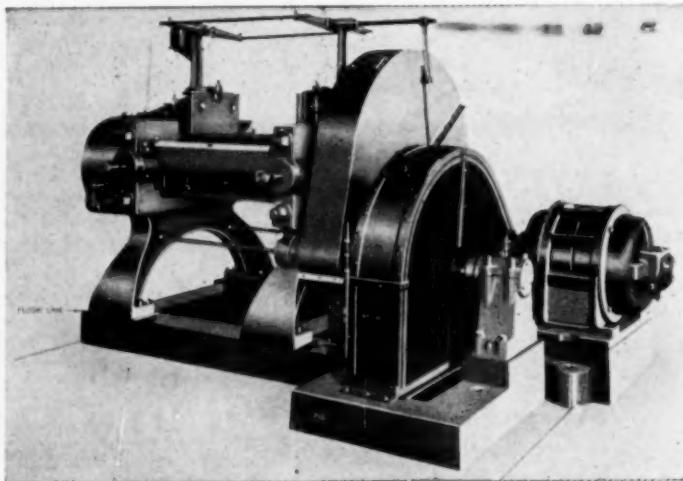
## A NEW ADDRESS

### **PLASTICS & MOLDED PRODUCTS**

**25 Spruce St.**

**New York, N. Y.**

***Effective February 1, 1933***



**14x30 rolls for plastic mixing**

Following carried in stock: 6 x 16—10 x 24—  
14 x 30—16 x 42. Specially designed for mixing  
Durez, Bakelite, Asphalts, and Shellac Compound  
materials.

The largest and oldest manufacturers are us-  
ing our machines.

**WM. R. THROPP & SONS CO.**

**Established 1888**

**Trenton, N. J.**

the fact that the price system is  
completely played out."

#### **What Other System?**

What we are to substitute for the price system Technocracy does not say, and before we begin to swallow we may well recall that the price system has been in use some thousands of years, during which time some billions of people have been unable to find a more practical or convenient system for the transaction of their business.

In happy contrast to the gloomy futilities of Technocracy stand the solid achievements of that very different thing, Technology. In a little more than one hundred years Technology has increased, immeasurably, the wealth of the world. It has raised the standard of living of multitudes, provided countless conveniences and amenities, and vastly broadened our mental horizon. It has shortened the working day, provided innumerable new industries and thereby created millions of new jobs. Those who talk with such assurance of technological unemployment should first picture, if they can, the catastrophic extent of unemployment with which we would be faced were we suddenly deprived of the contributions of Technology.

#### **The Results**

It would mean the immediate discharge of all those directly or indirectly employed by our railroads or in steam navigation. There would be no automobiles and motor trucks to build and operate and service; little demand for new and better roads and none for gasoline. There would be no jobs for the millions now employed by the telephone, the telegraph, the radio, and the moving pictures. The production of steel would shrink to trivial proportions, and the great electrical industries with their widespread systems of distribution would no longer be employers. Chemical plants and textile mills would disappear, and a host of miscellaneous industrial activities based on Technology and the machine.

Technocracy is destructive;  
Technology is creative. Let us  
not confuse them.

#### A Consumer Looks At Cellophane

(Continued from page 471)

easily when openly displayed, are now wrapped in Cellophane and exposed to full view on island tables where every facility is offered the customer to see the goods without requiring the assistance of sales clerks. The dictum of department store executives is, "Let folks see and handle our merchandise." This policy is now thoroughly practical, for transparent Cellophane has supplied the one thing necessary to make such a plan really workable — protection with visibility.

#### Why Cellophane?

The decided preference of store patrons for Cellophane-wrapped merchandise, such as dainty and colorful fabrics, towels, sheets, baby things, shirts, pajamas and the like, is an old story to Du Pont Cellophane Company officials. But they nevertheless determined to get the facts about it from original sources of information. So they set a trained woman investigator to hundreds of private homes where this question was asked: "Why do you buy things in Cellophane in department stores?"

Hundreds of replies were transcribed verbatim, and a digest of all the answers has merely corroborated the facts that have been stressed in the company's advertising. Store patrons want merchandise that is fresh and clean—and the Cellophane wrap insures that. Many customers professed that they bought Christmas gifts because the transparent wrapping added so much to their attractiveness. Mothers were impelled to buy Cellophane-wrapped toys and clothes for their children because the merchandise so protected was clean and sanitary.

## A NEW ADDRESS

# PLASTICS & MOLDED PRODUCTS

25 Spruce St.

New York, N. Y.

**Effective February 1, 1933**

## Hydraulic Operating Valves

Fig. 1 represents a valve for operating Semi-Automatic Presses for Hot or Cold Molding, using high and low water pressures and Relief, either with or without single or double "Pull-Back" cylinders. The operating lever can be placed in any position shown in Fig. 2.

Made in several sizes for use on large or small presses.

Also Angle, Globe and Pilot Valves of various sizes, Safety Valves, and Eccentric Quick-Opening Valves.

Hydraulic Fittings, Pressure Pumps, Accumulators, Steam Plates, Etc.

Our experience of over fifty years is at your service. Let us help you solve your pressing problems.

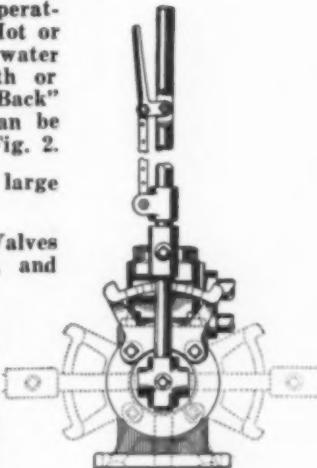


Fig. 2

Established 1872.

**The Dunning & Boschart  
Press Co., Inc.**

330 West Water St., Syracuse, N. Y.

**"Standard"**  
**POWER JIG SAWING**  
**MACHINE**  
**BALL BEARING**

Faster and better jig sawing  
with the new "STANDARD"  
machine.

## **IMPROVEMENTS INCLUDE:**

- Ball bearing countershaft.
- Longer stroke.
- Quicker starting and stopping.
- Heavier arm and ball bearings eliminate vibration.
- New oiling system.
- Can be furnished with motor drive.

**WE ALSO FURNISH  
SAW BLADES  
JIG SAW WIRE  
JIG SAW VISES**

We specialize in MACHINES, TOOLS and DIES for working CELLOLOID, GALALITH and similar plastic materials.



No. 1 machine  
has 9" swing  
between saw  
and arm.

No. 2 has 16" swing.

## STANDARD TOOL COMPANY

**75 WATER STREET**

## LEOMINSTER, MASS.

# GUSTAVUS J. ESSELEN, PH.D.

## CHEMIST AND CHEMICAL ENGINEER

*Experienced in the solution of problems of*

**RESEARCH  
DEVELOPMENT  
PRODUCTION  
EVALUATION**

*—for the Plastics Industry*

## *Cellulose Plastics :: :: Synthetic Resins*



73 NEWBURY ST., BOSTON

476

#### **PLASTICS & MOLDED PRODUCTS**

It seems clear that the American people have developed definite ideas about the things they buy, particularly with reference to sanitation, cleanliness and family health. The shopper, contemplating the purchase of an article that is unprotected and openly displayed in a store, usually feels that it must be sent to the cleaner or to a laundry before it can safely be used in the home. The public has confidence in Cellophane-wrapped merchandise; that has been an important factor in dictating revolutionary changes in department stores.

In a patent just taken out by the British Thomson-Houston Co., Ltd., Rugby, the inventors claim to have discovered a method by means of which mixtures of alkyd resins and fatty oils can be made capable of being dried in air. This result is attained by treating such mixtures with polyhydric alcohols containing more than two hydroxyl groups in their molecules. Seventy parts of unmodified glycerol-phthalate resin and thirty parts of linseed oil are blended together in an autoclave for five hours at about 200 degrees c. The mixture is then removed, a small percentage of glycerine introduced, and the whole heated at about 250 deg c. The end of the process is indicated by the gelling, in two and one-half minutes, of a small drop of the mixture put on a plate at 200 degrees c.

A varnish consisting of one-half the mixture in equal parts of naptha and toluol may be prepared. Films of this varnish have completely dried in air after 15 hours' exposure.

We have just learned that the Consolidated Products Co., has acquired all of the equipment owned by the Insulyte Corp., formerly the Beatsol Co., at Hillside, New Jersey, and that this is to be offered for sale immediately.

## The Best For The Biggest

(Continued from page 456)

with metal in an essentially simple yet pleasing series of designs. In the private offices—from "Roxy's" down to the electrician's,—the bulk of the wall plates and many of the other fixtures, are molded.

### New Metal Finish

An interesting departure from the plastic material is evident in some of the aluminum tubing used. This tubing has been subjected to an electrolytic process, immersed to form a sulphuric acid solution, making the aluminum more porous. A special dye is then used, and this color is literally absorbed by the metal.

Some idea of the wealth of material used may be gathered from the fact that most of the chairs, divans and tables in the main lounge (there are nearly a hundred!) make use of laminated bases, covers, sides or arms.

### Designer's Aim

"In our plans for Radio City Music Hall it was our aim," says Mr. Deskey, "to achieve a complete decorative scheme which would be an example of sane modern design as differentiated from modernistic design. I used the term 'modernistic' in a derogatory sense to cover the multitude of interiors which take as their starting point mere deviation from established form. Eighty per cent. of America's present architectural problems are being solved with a modern interpretation. Interior design and decoration must follow the same trend."

ANOTHER ARTICLE ON  
THE DECORATIVE USE OF  
PLASTIC MATERIALS WILL  
BE PUBLISHED IN AN  
EARLY ISSUE.

## USE—BARREL FINISHING



Methods

Formulae

for the most perfect, economical polishing of  
Vegetable Ivory  
Hard Rubber  
Pyroxylin  
Bakelite  
Catalin  
Casein  
Horn

Applies a lasting finish; eliminates buffing. Write for particulars.

**RUDOLPH R. SIEBERT**

183 St. Paul Street

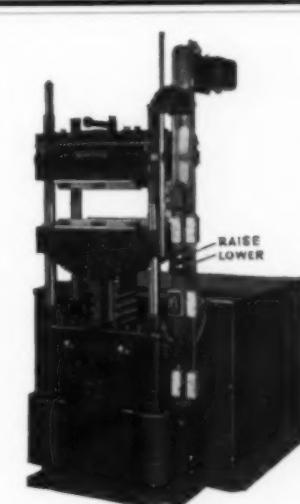
Rochester, N. Y.

## Newark Die Co.

INCORPORATED

We Specialize on MOLDS for Plastic Materials  
Die sinking, Engraving, Hydraulic Hobbing

24 SCOTT STREET  
Newark, New Jersey



**look** look into the facts and you will find that you can increase your production 50% without adding to your overhead, simply by changing to an

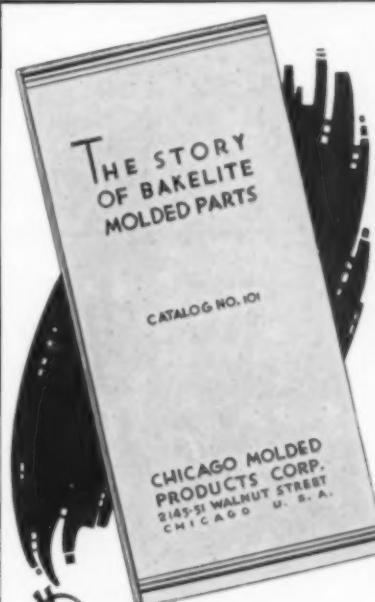
### ELECTRO-DRAULIC MOLDING PRESS

Write for full information

TERKELSEN MACHINE CO.

330 A Street, Boston, Mass.  
Manufactured in Canada by

CANADA MACHINERY CORP., LTD.  
GALT, ONT.



**The STORY  
OF BAKELITE  
MOLDED PARTS**  
Mailed on request

CHICAGO MOLDED PRODUCTS CORP.  
2146 Walnut St. Chicago, Ill.

Molders of  
BAKELITE-DUREZ-PLASKON-BEETLE

# BUYERS' GUIDE

## **ACCUMULATORS**

John J. Cavagnaro  
Consolidated Products Co., Inc.  
The Dunning & Boschart Press Co., Inc.  
Chas. F. Elmes Engineering Works  
R. D. Wood  
Watson-Stillman Co., The

## **ALDUR**

Aldur Corporation

## **AMMONIA**

Barrett Co.

## **BEETLE**

Synthetic Plastics Co.

## **BAKELITE**

Bakelite Corporation

## **CASEIN**

American-British Chemical Supplies, Inc.

## **CAMPHOR**

Sherka Chem. Co.

## **CASEIN PLASTICS**

American Plastics Corp.

## **CELLULOSE ACETATE**

American-British Chemical Supplies, Inc.  
Celluloid Corporation  
Eastman Kodak Co.

## **COTTON FLOCK**

Claremont Waste Mfg. Co.  
Peckham Mfg. Co.

## **CRESOL**

Monsanto Chemical Works

## **CRESYLIC ACID**

American-British Chemical Supplies, Inc.  
Monsanto Chemical Works

## **CUSTOM MOLDERS**

American Insulator Corp.  
American Record Corp.  
Auburn Button Co.  
Boonton Molding Co.  
Chicago Molded Products Corp.  
Compo-site, Inc.  
General Elec. Co.  
Imperial Molded Products Corp.  
Insulation Mfg. Co.  
Kuhn & Jacob  
Kurs-Kaesch Co.  
Northern Indus. Chem. Co.  
Norton Laboratories  
Plastic Molding Co.  
Recto Mfg. Co.  
Reynolds Spring Co.  
Shaw Insulator Co.

## **DRYERS**

Consolidated Products Co., Inc.

This is a carefully classified index of concerns who specialize in this industry and who advertise regularly in PLASTICS. Please mention PLASTICS when writing to these firms.

## **DUREZ**

General Plastics Inc.

## **DYESTUFFS**

Brooklyn Color Works, Inc.  
Calco Chemical Co.  
General Dyestuff Corp.  
National Aniline & Chemical Co.

## **FORMALDEHYDE**

Heyden Chemical Corp.  
Roessler & Hasslacher Chemical Co.

## **GLASS, SILVERED**

Standard Mirror Co.

## **HEAT REGISTERING INSTRUMENTS**

Cambridge Instrument Co.  
Jewell Electric Instrument Co.

## **HOBBING**

Doerfler Mfg. Co., L.

## **LABELS**

Economy Ticket & Label Co.

## **MAKALOT**

Makalot Corp.

## **MALEIC ACID**

Monsanto Chemical Works

## **MARBLETTÉ**

Marblette Corp.

## **MEASURING MACHINES**

F. J. Stokes Mach. Co.

## **MIRRORS**

Standard Mirror Co.

## **MIXERS**

Baker Perkins Co.  
Consolidated Products Co., Inc.  
E. G. Loomis Co.

## **MOLDING EQUIPMENT**

Fred S. Carver, N. Y.  
John J. Cavagnaro  
Consolidated Products Co., Inc.  
Evarts G. Loomis Co.  
Chas. F. Elmes Engineering Works  
Southwark Foundry & Mach. Co.  
Standard Machinery Co.  
Terkelsen Machine Co.  
Thropp, Wm. R. & Sons, Co.  
Dunning & Boschart Press Co.  
French Oil Mill Machinery Co.  
Index Machinery Corp.  
R. D. Wood Corp.  
Watson-Stillman Co., The

## **MOLD MAKERS**

Doerfler, L., Mfg. Co.  
Mechanical Die & Tool Co., Inc.  
Newark Die Co., Inc.  
Wheeler Co., Inc.

## **MOLDING POWDERS**

Aldur Corp.  
Bakelite Corp.  
General Plastics, Inc.  
Makalot Corp.  
Synthetic Plastics Co., Inc.

## **PAPER**

Albemarle Paper Mfg. Co.

## **PHENOL**

Barrett Co.  
Dow Chemical Co.  
Monsanto Chemical Works

## **PHENOL RESINOIDS**

Bakelite Corporation  
General Plastics Inc.  
Makalot Corp.  
Resinox Corp.

## **PHTHALIC ANHYDRIDE**

Monsanto Chemical Works

## **PLASTICIZERS**

American-British Chemical Supplies, Inc.

Monsanto Chemical Works

## **PREFORMING PRESSES**

Arthur Colton Co.  
Consolidated Products Co., Inc.  
Standard Machinery Co.  
F. J. Stokes Mach. Co.

## **PULVERIZERS**

Pulverizing Machinery Co.

## **PYROXYLIN PLASTICS**

Celluloid Corporation  
Du Pont Visceloid Co.  
Nixon Nitration Works  
Wiggins & Co., Inc., E. W.

## **SCREWS, SELF-TAPPING**

Parker-Kalon Corp.

## **SWING JOINTS**

Evarts G. Loomis Co.  
French Oil Machinery Co.

## **TUMBLING BARRELS**

R. R. Siebert

## **UREA**

Advance Solvents & Chemical Corp.  
Sherka Chem. Co.

## **UREA-FORMALDEHYDE RESINS**

Aldur Corporation  
Synthetic Plastics Co., Inc.

## **VARNISHES, SYNTHETIC RESIN**

Bakelite Corp.  
General Plastics, Inc.  
Makalot Corp.  
Resinox Corp.

## **WOOD FLOUR**

Becker Moore Co.  
Burnet Co.  
State Chemical Co.

# Standard Technical Handbooks

**Ten per cent discount from publisher's prices on any of the following if ordered with your subscription to Plastics:**

	Pages	Price
Brown, B. K.—Crawford, F. M.—A Survey of Nitrocellulose Lacquers .....	1928	375
Hedley, Barry T.—The Natural and Synthetic Resins .....	1926	203
Condensed Chemical Dictionary .....	1930	528
Cross, C. F.—Doree, Charles—Researches in Cellulose Vol. 4 .....	1922	263
Ellis, Carleton T.—Synthetic Resins and Their Plastics .....	1923	514
Hemming, Emil—Plastics and Molded Electrical Insulation .....	1923	213
Scherer, A.—Casein—Its Preparation and Utilization .....	221	3.50
Sutermeister, E.—Casein and its Industrial Applications .....	1927	296
Tague—Casein .....	1926	218
Handbook of Chemistry and Physics, 13th edition .....	1928	1300
Wilson, S. P.—Pyroxylin Enamels and Lacquers .....	1927	253

Other books quoted on request.

**Book Dept., Plastics—420 Lexington Avenue, New York**

## Advertiser's Index

Advance Solvents Corp.	467
American-British Chemical Supplies, Inc.	469
American Insulator Corp.	466
American Record Corp.	473
American Plastics Corp.	468
Auburn Button Works, Inc.	480
Becker-Moore Co.	471
Boonton Molding Co.	480
Brooklyn Color Works, Inc.	480
Burnet Co., The	481
Cavagnaro, John J.	472
Chicago Molded Products Corp.	477
Claremont Waste Mfg. Co.	481
Como-Site, Inc.	480
Consolidated Products Corp.	479
Dunning & Boschart Press Co.	475
Economy Ticket & Label Co.	481
Esselen, Dr. G. J.	476
French Oil Mill Machinery Co.	466
General Dyestuff Corp.	450
General Electric Co.	448
General Plastics, Inc.	447
Heyden Chemical Co.	468
Imperial Molded Products Corp.	480
Jungmann & Co.	480
Kuhn & Jacob Molding & Tool Co.	472
Loomis Co., Evarts G.	472
Luxite, Inc.	480
Marblette Corp.	484
Monsanto Chem. Works	471
Molded Insulation Section, NEMA	446
Moulded Plastics, Inc.	470
National Aniline & Chem. Co.	463
Newark Die Co.	477
Plastic Molding Co.	480
Recto Mfg. Co.	467
Resinox Corp.	483
Sherka Chemical Co. Inc.	467
Siebert, R. R.	477
State Chemical Co.	481
Standard Tool Co.	476
Stokes, F. J.	470
Synthetic Plastics Corp.	465
Terkelsen Mach. Co.	477
Thropp, Wm. R. & Sons, Co.	474

### WANTED

Foreman for moulding concern. Experienced in phenols and thio-ureas and operation semi-automatic presses. Reply giving full information previous experience, qualifications, salary expected etc. Box No. 602, Care Plastics & Molded Products.

Wanted:—One 6x12" differential rolls for plastic mixing; One 18 to 20 ton hydraulic press, preferably with steam platens; 1 set of molds for standard test pieces of molded insulation; 1 arbor press; 1 Universal testing machine; 1 laboratory size mixing machine; 1 hardness tester; 1 Charpy tester. Please state size, type and price. Box 601, care Plastics & Molded Products.

## GOOD USED MACHINERY

Every item shipped from our shops at Newark, N. J., is thoroughly overhauled and rebuilt.

**PREFORM MACHINES**—1—Single Punch, motor driven Machine, up to 4"; 1—Stokes Rotary "D" 16 punch, motor driven, up to 1"; 1—Fraser Machine, up to 2".

**MIXERS**—3—Werner & Pfleiderer Steam Jacketed Mixers, 100 gals.; 1—Day Mogul Jacketed, two Sigma Blades, 5 gals.; 2—No. 3 Banbury Mixers.

**STILLS**—2—Aluminum Steam Jacketed Still with condensers, 400 gals. each; 1—Copper, Steam-jacketed Still, 400 gal.

**PULVERIZERS**—All types of Hammer Mills; Raymond and other makes of fine Pulverizers; Crushers, all sizes and types. Send for Bulletin No. 14.

**MISCELLANEOUS**—Hydraulic Presses, Vibrating Screens, Mixing and Converting Rolls, Color Grinding and Mixing Equipment, Vacuum Shelf Dryers, Filter Presses, Impregnators, Kettles, Masticators, Pumps, Tanks, etc.

*We Pay Cash For Your Idle Machinery—  
Single Items or Complete Plants.*

**Consolidated Products Co., Inc.**

Barclay 7-0600

13-14 Park Row, NEW YORK CITY

Visit our shops and yards at Newark, N. J., covering six acres.

# THIS REMINDS ME!

THAT . . . in New York, the Metropolitan Tobacco Company is distributing a new pipe . . . it has a white bowl of cast phenolic material, bringing the meerschaum up-to-date . . . The Richlair sugar and creamers would make a swell premium set . . . as would many other items . . . which ones? . . . well, the milk bottle covers . . . the salt shakers . . . the trays . . . all now in the chain stores . . . That . . . we give you all this since the premium business is in the limelight right now . . .

We had an even half-dozen letters from buyers, as a result of our last "This Reminds Me", asking where they could get certain stock items. We hope that we continue to receive them. As we pointed out before, this is a service that costs nothing, and enables the manufacturer to find a source of supply for any items that have ever been molded, from knobs to wall-plates.

And don't forget that these advertisers below, and throughout the issue, are reliable concerns that can supply you with almost every service and product you would ever need. In the long run, one of them is your logical supply house.

## The Plastic Molding Company

Sandy Hook, Conn.

Completely equipped for hot or cold CUSTOM MOLDING



Dependable Molding Service  
All Makes of Materials  
**Imperial Molded Products Corp.**  
2925 W. Harrison St.  
Chicago, Ill.

## We Specialize in HOBBING AND DIE SINKING

for Bakelite and Composition  
Molds. Send your Blue Prints for  
estimating.

**L. Doerfler Mfg. Co.**  
24 Scott St., Newark, N. J.

## Boonton Molding Co. Boonton, New Jersey

Synthetic Resin specialists for all  
types of compounds

Modern, Experienced, Economical  
New York Office, 30 Church St.

*We can prove that these  
small spaces bring attention  
and results. Ask us to do it.*

## COLORS for the plastic trade. Get our samples

BROOKLYN COLOR WORKS, Inc.  
129-143 Cherry St. Brooklyn, N. Y.

*Buying space in this section,  
you secure the yearly rate on  
larger space when you wish to  
use it a few times during the  
year.*

## Compo-Site, Inc.

### Molded Products

Office and Works, 207-215 Astor St.  
Newark, N. J.

Established 1910  
Geo. J. Crossman, Pres.  
Service and Quality

*Some of the present largest  
advertisers and most successful  
concerns started with small  
space persistently used.*

**BLOOD ALBUMEN**  
Special Finely Powdered Grade For  
Making Plastics  
**JUNGMANN & CO.**  
Incorporated  
**DIRECT IMPORTERS**  
5 DESBROSSES ST., NEW YORK

## RESIN SPECIALISTS

Phenol Resins      LUXITE      Urea Resins  
LUXITE, INC.      459 Park Square Bldg.      Boston

The Oldest and Finest Plant

**CELLULOID-  
BAKELITE** DIVISION  
**Auburn**  
BUTTON WORKS, Inc.  
AUBURN, N.Y.



# Materials for the Plastics Industries



## Market Analysis and Development

Today's Demand for knowledge  
of consumer appeal, cycles, etc.  
may be answered by an expert

**Consult Box 11, Plastics & Molded Products**

## Natural or Dyed Cotton Flocks of Superior Quality

We are suppliers to all the leaders in the Plastic Molding Industry.

**THEY KNOW QUALITY!**

*Write for samples and quotations*

**Claremont Waste Mfg. Co.**

CLAREMONT, N. H.

## Casein

Its Preparation and  
Utilization

By  
**Robert Scherer**

List Price	\$3.50
Special Price	\$2.75

*A Number of Copies  
Available*

Plastics  
Publications, Inc.

420 Lexington Ave.  
New York, N. Y.

### Cellu-Gummed Labels

That stick to Pyroxylin  
Plastics.

Also Regular Gummed and Un-  
gummed Labels, printed, plain,  
embossed, die cut, Cardboard  
Tags, printed and blank.

**Economy Ticket &  
Label Co.**

552 7th Ave., New York City

**IMPORTERS  
WOOD FLOUR**  
VARIOUS GRADES  
FOR  
Composition Work

State Chemical Co.  
80 WEST HOUSTON ST.  
NEW YORK CITY

Established 1889

## The Burnet Company

292 PEARL STREET  
NEW YORK

Telephone  
BEEkman 3-2287

DOMESTIC & IMPORTED

## WOOD FLOUR

Sole Selling Agents for the

NEW ENGLAND WOOD FLOUR MILLS, INC.

Manchester, N. H.

Inquiries Solicited

Casein      Dried Blood      Synthetic Resins      Artificial Horn  
ARE YOU INTERESTED IN ENTERING THE  
PLASTICS FIELD

If so, consult me for Installation, Formulae and Methods.

**HEINRICH PREHN**  
Naumburg-Saale      Germany

# And Now, In Closing:

IN the course of a year, Allan Brown, of Bakelite, does a lot of getting around . . . his most recent talk was given on the eleventh before the Technical Publicity Association in New York . . . laying into publishers' prophecies, it was one of the best he has given . . . From Pittsburgh we hear of a new process that makes enamel chip-proof . . . and the Alumilite process, from Indianapolis, gives metal the depth of laminated . . . both offer real competition . . . G. E. Lewis is no longer with Resinox, having resigned December first . . . Beck, Koller & Company have moved from the General Motors Building to 601 Woodward Heights Boulevard, Detroit . . . William S. Gray, Jr., President of the New York company bearing his name, has been elected head of the Central Hanover Bank & Trust Company . . . at 35, he is the youngest bank president in the city . . . The plant of the Pyratone Products Corporation, Chicago, was virtually destroyed on the fourth . . . ten thousand pounds of pyroxylin exploded . . . loss \$75,000 . . . and, in Tokyo, on December 16, a fire started by pyroxylin toys destroyed the Shirokia department store . . . loss, 13 dead, 88 seriously burned and many thousands of dollars . . . Nicholas Klein, formerly Managing Editor and Editor of this publication, is now handling Sales Promotion for American Record Corporation . . . *local boy makes good!* . . . There were only a couple of new materials last month . . . and their names were so peculiar we forgot them . . . *Prosperity note* . . . the molders are surprised—see our News Section—to find that their business is above the general business level . . . and better than the laminators . . . And PLASTICS is moving to 25 Spruce Street . . . Drop in! . . .

*I*N working out the details culminating in the front cover announcement of this issue, it was felt that it was advisable to omit the December number of PLASTICS. We realize the confusion and concern that this must cause many of our readers, and hasten to assure them that such omission would not have happened unless it were absolutely unavoidable. Every subscription will be extended an additional month as partial retribution. In addition, our succeeding numbers will carry a larger quantity of editorial material.

We would indeed be ungrateful if we did not publically extend our thanks to those of our advertisers who took increased space this month in order to present as complete a January number as possible. This co-operation is not only an indication of their approval of our course but also of their interest and faith in the Industry.

**J**UST a year ago, on this page, an Editorial on price cutting literally swept this Industry off its feet. The publishers received hundreds of letters ranging from outright recrimination to praise of our stand. We did not intend to set ourselves up as a Moses for the Industry, even though it was self-apparent that the Red Sea was on every side, engulfing the strongest. But a publisher, even a corporation, is only human.

To see these same concerns cut, predatorily, the heart from many a legitimate market, —that would humanize a Sphinx.

We are not so self-satisfied as to credit ourselves with the changed conditions today. As a

matter of fact, only a small proportion of the commercial work has been priced up or even held level, though this proportion is a 100% increase over that of a year ago.

And yet, evidently not convinced, today's markets are now to be developed by raw materials priced 20% below their 1932 level, on the average, and as much as 35% in extreme cases. There may be—there must be—a good reason for such a reduction. Certainly, when the price of Cellophane was recently cut from two to six cents a pound, DuPont had a good reason. But what are the reasons for powder reductions?

DuPont cut to increase markets. But this cannot hold true with molding compounds, for the above reduction, when applied to finished pieces, averages about 4%. What new markets will this open? Was there an advantage in meeting competition? No. The same prices are immediately put into effect by all producers. Competition of these materials must rest on quality. Was there some intention of stopping consumer-compounding? The answer to that is that the biggest of these recently announced that, if prices increased, he would stop making his own. Was there an effort to meet the challenge of other, more colorful materials? Undoubtedly. But what did these other materials do? Dropped their prices, of course.

If there are any other reason, you think of them.

No, this reduction may be laid solely and safely at the door of each individual molder and fabricator. He, through his own tactics in switching, cutting and not performing, has asked for it. It is either right or wrong, and only time will tell. But it certainly underlines the Cheap Complex so prevalent among the buyers today.

# RESINOX 31-704

A NEW All Purpose Molding  
Compound Particularly Adapted  
For Use Where HIGH LUSTRE  
And GREAT BEAUTY of  
FINISH Are Required.

Available In Both Black and Brown.

## RESINOX

### PRODUCTS INCLUDE

Synthetic Resins and Laminating Varnishes  
Molding Powders In Pastel Shades  
All Types of Black and Brown  
Molding Powders

# RESINOX CORP.

A Subsidiary of Commercial Solvents Corporation  
and Corn Products Refining Co.

230 Park Avenue

New York City, N. Y.

A  
CAST PHENOLIC PLASTIC

# MARBLETTE

MARBLETTE cutlery and kitchen utensil handles are considered the finest and are specified by many purchasers of Synthetic Resin Handles.

We quote from a recent letter received from one of our good customers:

"We have every reason to believe this wonderful product will be established permanently as handles on all kitchen and many other utensils".

At present we are making eighteen different shapes of cutlery and utensil handles in eight standard Marblette colors.

Submit your handle problems to our Designing Department.

Write for samples and prices.

—TO—

New England:

54 Filbert St.

New Haven, Conn.

Tel: New Haven 2-0743

Western:

8647 Woodward Ave.

Detroit, Mich.

Tel: Madison 7052

37-21 THIRTIETH STREET

THE  
MARBLETTE  
CORPORATION

LONG ISLAND CITY, N. Y.

Y.